

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

Claim 1 (Currently amended): A method for generating a giftee profile in a computerized transaction system, the giftee profile being associated with a transaction between a user and a merchant, the method comprising:

determining, by the computerized transaction system without prompting the user whether the computerized transaction is associated with the user or whether the computerized transaction is associated with the user on behalf of a third party;

establishing, by the computerized transaction system without requiring [[the]] a user's request, the giftee profile based on said determining if the computerized transaction is associated with the user on behalf of the third party, wherein the giftee profile corresponds to the third party and is associated with a user profile corresponding to the user;

aggregating, by the computerized transaction system, information associated with the transaction in the user profile corresponding to the user if the computerized transaction is determined to be associated with the user; and

aggregating, by the computerized transaction system, the information associated with the transaction in the giftee profile corresponding to the third party if the computerized transaction is determined to be associated with the third party;

determining, by the computerized transaction system, an offer tailored to either the user or to the third party based upon either the user profile corresponding to the user or the giftee profile corresponding to the third party; and

presenting, by the computerized transaction system, the offer to the user;

wherein the offer ~~comprises~~consists of one or more of: a special offer; and a promotion; ~~a product recommendation; and a product suggestion;~~

wherein the offer; if tailored for the third party, is based upon the giftee profile corresponding to the third party and is not based upon the user profile corresponding to the user;

and

wherein the offer, if tailored to the user, is based upon the user profile corresponding to the user and is not based upon the giftee profile corresponding to the third party;

wherein the determining of the offer is based upon a past purchase transactions and the presented offer is for a future purchase by the user.

Claim 2 (Cancelled)

Claim 3 (Previously amended): The method according to claim 1, further comprising:

determining if the giftee profile corresponding to the third party is already present;

establishing the giftee profile corresponding to the third party if the giftee profile is not already present, and

updating, by the computerized transaction system, the information associated with the transaction in the giftee profile corresponding to the third party if the giftee profile is already present.

Claims 4-9 (Cancelled)

Claim 10 (Currently amended): A method for generating, in a computerized transaction on system maintaining a computerized database system, a giftee profile associated with a transaction between a user and a merchant, the method comprising:

initiating a computerized transaction with the user by the merchant for a subject using the computerized transaction system;

receiving, by the computerized transaction system, from the user an indication of whether the subject of the computerized transaction is intended for use by the user or by a third party;

distinguishing in the computerized database system, by the computerized transaction system without prompting the user, between the subject of computerized transactions by the user that is intended for use by the user and the subject of computerized transactions by the user that is intended for use by the third party;

establishing, by the computerized transaction system without requiring [[the] a user's request, the giftee profile based on said determining if the computerized transaction is associated with the user on behalf of the third party, wherein the giftee profile corresponds to the third party and is associated with a user profile corresponding to the user;

aggregating information associated with the transaction in the user profile corresponding to the user if the subject of the computerized transaction is determined to be associated with the user;

aggregating information associated with the transaction in the giftee profile corresponding to the third party if the subject of the computerized transaction is determined to be associated with the third party;

determining, by the computerized transaction system, an offer tailored to either the user or to the third party based upon either the user profile corresponding to the user or the giftee profile corresponding to the third party; and

presenting, by the computerized transaction system, the offer to the user;

wherein the offer ~~comprises~~consists of one or more of: a special offer and a promotion, a product recommendation, and a product suggestion;

wherein the offer, if tailored for the third party, is based upon the giftee profile corresponding to the third party and is not based upon the user profile corresponding to the user; and

wherein the offer, if tailored to the user, is based upon the user profile corresponding to the user and is not based upon the giftee profile corresponding to the third party;

wherein the determining of the offer is based upon a past purchase transactions and the presented offer is for a future purchase by the user.

Claims 11-20 (Cancelled).

Claim 21 (Currently amended): A method for generating a giftee profile in a computerized transaction system, the giftee profile being associated with a transaction between a user and a merchant, the method comprising:

determining, by the computerized transaction system without prompting the user whether the computerized purchase transaction is associated with the user or whether the computerized purchase transaction is associated with the user on behalf of a third party;

establishing, by the computerized transaction system without requiring ~~[[the]]~~ a user's request, the giftee profile based on said determining if the computerized transaction is associated with the user on behalf of the third party, wherein the giftee profile corresponds to the third party and is associated with a user profile corresponding to the user;

aggregating, by the computerized transaction system, information associated with the purchase transaction in the user profile corresponding to the user if the computerized purchase transaction is determined to be associated with the user; and

aggregating, by the computerized transaction system, the information associated with the purchase transaction in the giftee profile corresponding the third party if the computerized purchase transaction is determined to be associated with the third party;

determining, by the computerized transaction system, an offer tailored to either the user or to the third party based upon either the user profile corresponding to the user or the giftee profile corresponding to the third party,

wherein the offer, if tailored for the third party, is based upon the giftee profile corresponding to the third party and is not based upon the user profile corresponding to the user; and

wherein the offer, if tailored to the user, is based upon the user profile corresponding to the user and is not based upon the giftee profile corresponding to the third party; and

presenting, by the computerized transaction system, the offer to the user;

wherein the offer ~~comprises~~ consists of one or more of: a special offer; and a promotion; ~~a product recommendation; and a product suggestion;~~

wherein the determining of the offer is based upon a past purchase transactions and the presented offer is for a future purchase by the user.

Claim 22 (Cancelled).

Claim 23 (Previously presented): The method of claim 1, wherein said determining whether the computerized transaction is associated with the user or whether the computerized transaction is associated with the user on behalf of the third party is made by judging if a “ship to” party matches the user.

Claim 24 (Previously presented): The method of claim 10, wherein said distinguishing is made by judging if a “ship to” party matches the user.

Claim 25 (Previously presented): The method of claim 21, wherein said determining whether the computerized transaction is associated with the user or whether the computerized transaction is associated with the user on behalf of the third party is made by judging if a “ship to” party matches the user.